



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Media Placement Technologies
500 North Washington Street
Suite 303
Alexandria, VA 22314

Contract # 331714

Schedule Dates 09/18/12-09/24/12
Advertiser Pol/R McKenna/R/Governor (16706)
Agency Media Placement Technologies (4260)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name MEADE,NICOLE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MCKENNA FOR GOVERNOR
ROB MCKENNA FOR GOVERNOR,

Date Entered 09/17/12
Last Modified 09/17/12
Entered By Dana Dixon
CO-OP No
Headline # 06317535
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,538.50
Net Total \$105,051.50
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Sep. 2012	116	\$123,590.00
Grand Total:	116	\$123,590.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/18/12-09/21/12	2	:30	4:30A- 4:59A (PST)			1	1	1	1			4	\$180.00	\$720.00	Seattle (KIRO)	430AM NEWS	9/17/12
2.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	4:30A- 4:59A (PST)		1							1	\$180.00	\$180.00	Seattle (KIRO)	430AM NEWS	9/17/12
3.0	Normal Line / Spot	09/18/12-09/21/12	3	:30	4:58A- 5:59A (PST)			2	2	2	2			8	\$405.00	\$3,240.00	Seattle (KIRO)	5AM NEWS	9/17/12
4.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	4:58A- 5:59A (PST)		2							2	\$405.00	\$810.00	Seattle (KIRO)	5AM NEWS	9/17/12
5.0	Normal Line / Spot	09/18/12-09/21/12	3	:30	5:58A- 7A (PST)			2	2	2	2			8	\$455.00	\$3,640.00	Seattle (KIRO)	6AM NEWS	9/17/12
6.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	5:58A- 7A (PST)		2							2	\$455.00	\$910.00	Seattle (KIRO)	6AM NEWS	9/17/12
7.0	Normal Line / Spot	09/18/12-09/21/12	3	:30	7A- 9A (PST)			2	2	2	2			8	\$225.00	\$1,800.00	Seattle (KIRO)	THIS MORN	9/17/12
8.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	7A- 9A (PST)		2							2	\$225.00	\$450.00	Seattle (KIRO)	THIS MORN	9/17/12
9.0	Normal Line / Spot	09/22/12-09/22/12	3	:30	6:57A- 8:30A (PST)							2		2	\$245.00	\$490.00	Seattle (KIRO)	SAT 7AM NEWS	9/17/12
10.0	Normal Line / Spot	09/23/12-09/23/12	2	:30	6:57A- CBS SUNDAY MORNING								1	1	\$980.00	\$980.00	Seattle (KIRO)	SUN MORN	9/17/12
11.0	Normal Line / Spot	09/23/12-09/23/12	2	:30	8:27A- 9A (PST)								1	1	\$1,065.00	\$1,065.00	Seattle (KIRO)	FACE THE NATION	9/17/12
12.0	Normal Line / Spot	09/18/12-09/21/12	2	:30	9:57A- PRICE IS RIGHT			1	1	1	1			4	\$750.00	\$3,000.00	Seattle (KIRO)	PRICE IS RIGHT	9/17/12
13.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	9:57A- PRICE IS RIGHT		1							1	\$750.00	\$750.00	Seattle (KIRO)	PRICE IS RIGHT	9/17/12

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14.0	Normal Line / Spot	09/18/12-09/21/12	2	:30	10:58A- 12P (PST)			1	1	1	1			1	\$925.00	\$925.00	Seattle (KIRO)	Y&R	9/17/12
14.0.1	Closed Preempt	09/20/12															Seattle (KIRO)	Pre-empt/Exception -	
14.0.2	Closed Preempt	09/21/12															Seattle (KIRO)	Pre-empt/Exception -	
14.0.3	Closed Preempt	09/19/12															Seattle (KIRO)	Pre-empt/Exception -	
15.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	10:58A- 12P (PST)		2							2	\$925.00	\$1,850.00	Seattle (KIRO)	Y&R	9/17/12
16.0	Normal Line / Spot	09/18/12-09/21/12	3	:30	12P- 12:30P (PST)			1	1	1	1			4	\$375.00	\$1,500.00	Seattle (KIRO)	NOON NEWS	9/17/12
17.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	12P- 12:30P (PST)		2							2	\$375.00	\$750.00	Seattle (KIRO)	NOON NEWS	9/17/12
18.0	Normal Line / Spot	09/18/12-09/21/12	4	:30	3:58P- 5P (PST)			2	2	2	2			8	\$385.00	\$3,080.00	Seattle (KIRO)	JUDGE JUDY	9/17/12
19.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	3:58P- 5P (PST)		2							2	\$385.00	\$770.00	Seattle (KIRO)	JUDGE JUDY	9/17/12
20.0	Normal Line / Spot	09/18/12-09/21/12	2	:30	5P- 5:30P (PST)			1	1	1	1			4	\$950.00	\$3,800.00	Seattle (KIRO)	5PM NEWS	9/17/12
21.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	5P- 5:30P (PST)		1							1	\$950.00	\$950.00	Seattle (KIRO)	5PM NEWS	9/17/12
22.0	Normal Line / Spot	09/18/12-09/21/12	2	:30	5:30P- 6P (PST)			1	1	1	1			4	\$850.00	\$3,400.00	Seattle (KIRO)	530PM NEWS	9/17/12
23.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	5:30P- 6P (PST)		1							1	\$850.00	\$850.00	Seattle (KIRO)	530PM NEWS	9/17/12
24.0	Normal Line / Spot	09/22/12-09/22/12	3	:30	5:30P- 6P (PST)							1		1	\$550.00	\$550.00	Seattle (KIRO)	SAT 530PM NEWS	9/17/12

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25.0	Normal Line / Spot	09/22/12-09/22/12	3	:30	6:30P- 7P (PST)							1		1	\$550.00	\$550.00	Seattle (KIRO)	SAT NEWS	9/17/12
26.0	Normal Line / Spot	09/18/12-09/21/12	2	:30	6:58P- ENTERTAINMENT TONIGHT			1	1	1	1			4	\$900.00	\$3,600.00	Seattle (KIRO)	ENT	9/17/12
27.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	6:58P- ENTERTAINMENT TONIGHT		1							1	\$900.00	\$900.00	Seattle (KIRO)	ENT	9/17/12
28.0	Normal Line / Spot	09/18/12-09/21/12	3	:30	7:27P- 7:58P (PST)			1	1	1	1			4	\$625.00	\$2,500.00	Seattle (KIRO)	INSIDER	9/17/12
29.0	Normal Line / Spot	09/24/12-09/24/12	3	:30	7:27P- THE INSIDER		1							1	\$625.00	\$625.00	Seattle (KIRO)	INSIDER	9/17/12
30.0	Normal Line / Prime	09/24/12-09/24/12	2	:30	7:58P- 9P (PST)		1							1	\$7,800.00	\$7,800.00	Seattle (KIRO)	HOW I MET/	9/17/12
31.0	Normal Line / Prime	09/24/12-09/24/12	2	:30	10P- HAWAII FIVE-0		1							1	\$7,500.00	\$7,500.00	Seattle (KIRO)	HAWAII 5-0	9/17/12
32.0	Normal Line / Prime	09/18/12-09/18/12	3	:30	7:57P- NCIS			1						1	\$4,000.00	\$4,000.00	Seattle (KIRO)	NCIS	9/17/12
33.0	Normal Line / Prime	09/18/12-09/18/12	3	:30	8:58P- 10P (PST)			1						1	\$4,000.00	\$4,000.00	Seattle (KIRO)	NCIS:LA	9/17/12
34.0	Normal Line / Prime	09/18/12-09/18/12	2	:30	9:58P- 11P (PST)			1						1	\$4,000.00	\$4,000.00	Seattle (KIRO)		9/17/12
35.0	Normal Line / Premium	09/19/12-09/19/12	2	:30	7:57P- SURVIVOR: PREMIERE				1					1	\$6,500.00	\$6,500.00	Seattle (KIRO)		9/17/12
36.0	Normal Line / Premium	09/19/12-09/19/12	2	:30	9:30P- BIG BROTHER-FINALE				1					1	\$5,700.00	\$5,700.00	Seattle (KIRO)	BIG BROTHER FINALE	9/17/12

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37.0	Normal Line / Prime	09/20/12-09/20/12	4	:30	7:58P- 9P (PST)					1				1	\$3,200.00	\$3,200.00	Seattle (KIRO)	BIG BANG THEORY	9/17/12
38.0	Normal Line / Prime	09/20/12-09/20/12	3	:30	10P- PERSON OF INTEREST					1				1	\$3,500.00	\$3,500.00	Seattle (KIRO)	PERSON OF INTEREST	9/17/12
39.0	Normal Line / Prime	09/21/12-09/21/12	4	:30	7:57P- UNDERCOVER BOSS						1			1	\$2,000.00	\$2,000.00	Seattle (KIRO)	UNDERCOVER BOSS	9/17/12
40.0	Normal Line / Prime	09/21/12-09/21/12	3	:30	9P- CSI: NEW YORK						1			1	\$2,800.00	\$2,800.00	Seattle (KIRO)	CSI:NY	9/17/12
41.0	Normal Line / Prime	09/21/12-09/21/12	2	:30	10P- BLUE BLOODS						1			1	\$3,500.00	\$3,500.00	Seattle (KIRO)	BLUE BLOODS	9/17/12
42.0	Normal Line / Prime	09/22/12-09/22/12	3	:30	8:58P- CRIMETIME SATURDAY							1		1	\$1,900.00	\$1,900.00	Seattle (KIRO)	CRIMETIME	9/17/12
43.0	Normal Line / Prime	09/23/12-09/23/12	3	:30	6:57P- 60 MINUTES								1	1	\$3,400.00	\$3,400.00	Seattle (KIRO)	60 MIN	9/17/12
44.0	Normal Line / Prime	09/23/12-09/23/12	3	:30	9P- THE GOOD WIFE								1	1	\$3,000.00	\$3,000.00	Seattle (KIRO)	GOOD WIFE	9/17/12
45.0	Normal Line / Prime	09/23/12-09/23/12	2	:30	10P- THE MENTALIST								1	1	\$3,700.00	\$3,700.00	Seattle (KIRO)	MENTALIST	9/17/12
46.0	Normal Line / Spot	09/18/12-09/21/12	2	:30	11P- 11:35P (PST)			1	1	1	1			4	\$1,355.00	\$5,420.00	Seattle (KIRO)	11PM NEWS	9/17/12
47.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	11P- 11:35P (PST)		1							1	\$1,355.00	\$1,355.00	Seattle (KIRO)	11PM NEWS	9/17/12
48.0	Normal Line / Spot	09/22/12-09/23/12	2	:30	11P- 11:35P (PST)	2						X	X	2	\$980.00	\$1,960.00	Seattle (KIRO)	WKND NEWS	9/17/12
49.0	Normal Line / Spot	09/18/12-09/21/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN	6		X	X	X	X			6	\$465.00	\$2,790.00	Seattle (KIRO)	D LETTERMAN	9/17/12

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50.0	Normal Line / Spot	09/24/12-09/24/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		2							2	\$465.00	\$930.00	Seattle (KIRO)	D LETTERMAN	9/17/12

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